

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Baljinder Kaur

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper-XIX

Development communication

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

Unit-I

Definition, meaning and process of development

Concept of Development: Evolution, Historical perspectives and debates

Various Models of Development

Unit-II

Role of Government in Development: Evolution of Planning process and new approaches, Rights-based

Approach to Development: Education, Food, Employment and Health

Development and Marginal communities: Women, Dalit, Adivasis, Minorities,

Economic and social indicators of development, Other indicators: Communication as an indicator,

Democracy as an indicator, Human Rights as an indicator

Unit-III

Communication for rural development

Strengthening of PanchayatRaj

Advancement in farming and alternative employment

Conservation of rural culture – tradition

Unit-IV

Communication for urban development:

Urban sanitation

Consumer awareness

Slum development

Communication for Tribal development

Wild life and forest conservation

Reference books :

- Narula Uma development Communication – Theory and Practice, HarAnand
- Gupta V.S. Communication and Development Concept, New Delhi
- Tewari, I P Communication Technology and Development, Publication Division,

BAMCPaper- XIX – Development Communication

Course Objectives: The paper is designed to develop the understanding of basic concept of development, its evolution and various perspectives. The paper also helps to know the role of govt in the process of development.

Course Learning Outcomes:

After completing the Course, the student will be able to:

- 1.** recognize and explain the concept and importance of development
- 2.** distinguish between communication and development communication
- 3.** describe use of different media in development communication

BAMC_SEMESTER_IV_Development Communication

15-01-2024 to 30-04-2024

Week 1	Definition, meaning and process of development
Week 2	Concept of Development: Evolution, Historical perspectives and debates
Week 3	Various Models of Development
Week 4	Role of Government in Development: Evolution of Planning process and new approaches
Week 5	Rights-based Approach to Development: Education, Food, Employment and Health
Week 6	Development and Marginal communities: Women, Dalit, Adivasis, Minorities
Week 7	Economic and social indicators of development, Communication as an indicator
Week 8	Communication for rural development
Week 9	Democracy as an indicator, Human Rights as an indicator
Week 10	Conservation of rural culture – tradition
Week 11	Holi Vacations
Week 12	Strengthening of Panchayat Raj
Week 13	Advancement in farming and alternative employment
Week 14	Communication for urban development: Urban sanitation
Week 15	Consumer awareness, Slum development Test, Assignment, Revision
Week 16	Revision
	Exam Starts 01-05-2024

